

# **Oneida County Tourism Council**

Meeting Minutes

September 8, 2008

Lake Tomahawk

**Present:** Guy Hanson (Centennial Committee), Connie Madden (Lake Tomahawk), Beth Poast (Pelican Promotions), Gary Baier (Oneida County Board), Peter Wolk (Oneida County Board), Diane Hapka (MAVWACC), Trisha Gaffron (RACC), Tera Fritz (Three Lakes Chamber), Dick Dvorak (Pelican Lake), Lyn Pilch (Pilch & Barnet)

1. **Call to order**: Meeting called to order by President Diane Hapka at 1:30pm
2. **Approve Agenda**: Motion to approve agenda made by Madden and second by Wolk. Motion carried.
3. **Approve Minutes**: Minutes not available.
4. **Approve Treasurers Report**: Dvorak reported that the \$3,000 in income seen on the report is from year one of the JEM grant. Total income is \$113,500. We have \$41,682.69 remaining. Bills outstanding total \$11,808.09 (see report for details). \$1,194 in bills are from the Centennial. Motion to approve treasurer's report made by Madden and second by Baier.
5. **Approve Invoices**: The following invoices were presented for approval:
  - a. \$500 for Roger Bird Trucking (Centennial)
  - b. Up to \$100 for David Gasch for Steam Engine (Centennial)
  - c. \$350 for St. Croix Baseball Club (Centennial)
  - d. \$1,200 for Norb Renn from Western Connection Ranch (Centennial)
  - e. \$500 for Old Rhinelander Inc. for opening Logging Museum (Centennial)
  - f. \$100 for Rhinelander Community Band (Centennial)Motion to approve the above invoices, totaling \$2,750, pending approval by the Centennial Committee was made by Gaffron and second by Baier. Motion to approve additional invoices from report made by Gaffron and second by Baier. Motions carried.
6. **Dates of Future Meetings**: Next meeting scheduled for October 6, 2008 at 1:30 at RACC in Rhinelander. November 3, 2008 meeting will be held at MAVWACC in Minocqua.
7. **Review 2009 Tourism Council Budget**: Discussed with #14.
8. **Centennial Report**: Hanson presented that things are ready to go for the September 20<sup>th</sup> Centennial event. Ad copy and detailed agendas have been emailed. Vintage clothing contest flyers are available. Tour of home flyers are available. North Star Journal is new Official paper for Centennial. They produced a special flyer for the event. Daily News did an insert in their Best Years section. October 4 tour of homes event is set. November 8 will mark the rededication of the Courthouse. High Tea scheduled for Sept. 20. Blue Moon photo displayed at RACC is available from Daily News for \$10. They will be for sale along with Cranberry Wine from Three Lakes Winery and Postcard & Glass and Wooden Coaster on the 20<sup>th</sup>.
9. **Oneida County Fair Report**: No report submitted.
10. **Grow North and OCEDC Update**: No report submitted.

11. **ITBEC Report:** Baier reported that the convention was held in LDF August 5-6. WI Way focus and Nanotechnology was stressed. We need to look to the future more and not continue to play catch-up.
12. **OCTC Public Relations Report:** No report submitted.
13. **Highway 45 Update:** Committee on hold while Antigo reorganizes.
14. **Pilch & Barnet Report:** Agenda given by Lyn. Key points below.
  - a. End of year options to use money originally budgeted for trail guide reprint
    - i. Meeting Quest: 200 people attend and approximately 50 exhibitors will be present. We may be able to get price reduced to \$2000. Committee agrees more research needs to be done on this event. There is an option to send someone to attend the event and report to committee.
    - ii. Post-It Note on newspapers in target markets: Milwaukee, Appleton, and Wausau markets were priced. Milwaukee and Appleton are Sunday runs while Wausau is a Thursday run. We can use demographics to target in Milwaukee. Poast offered that when she lived in Milwaukee she always noticed these post-its and they are effective. To do 25,000 papers in Milwaukee and run in Appleton and Wausau, it's approximately \$8,000. We have \$8,500 to work with. Committee agreed maybe we don't do Wausau since it is a Thursday run. Fritz recommended looking into Wausau City Pages as it's a more widely used publication for locals.
    - iii. BingOneida!: This option creates a Bingo card with town names and product types to encourage locals to move around the area to do their shopping. Getting a Bingo would win them a tote or other item that could then possibly be used to get discounts from participating businesses throughout the year. The card is free but the totes or other item would be about \$500 and \$500 could also be spent to do window clings for participating businesses. An additional \$500 could be used as prizes for drawings or these could be donated.

A motion was made to pass on the Meetings Convention but communicate with current vendors, spend \$2,450 for post-its in Milwaukee, \$4,488 for Appleton-Crescent and use the balance to do gift and window clings for BingOneida. Motion was made by Madden and second by Poast. Motion carried.
  - b. JEM: AI Year 2 application has been submitted. Culinary Destination Marketing grant was discussed with Dept. of Tourism rep Sarah Pischer. Sarah recommended waiting on this so we don't have more than one on the submission list. Other ideas include a Group Travel Grant which Minocqua could submit as applicant.
  - c. Budget: Pilch will resend the budget via email with changes. Pilch confirmed that we want to dedicate some money to Meetings and Group Travel. It was discussed to expand our current geographic markets to include Eau Claire, LaCrosse, and the Twin Cities as well as to expand the Madison media to include Rockford. Pilch also presented that we have approximately 10,000 trail guides left and will probably not need to reprint in 2009.
  - d. If we don something with group travel, this facilitates a progressive travel package. Lyn will email some info on this option.
  - e. Lyn will email updated budget for County Board Presentation.
  - f. Lyn presented an article on Staycations.
  - g. Lyn will resend meetings survey.
15. **Budget Review:** See above.
16. **OC Nutrition:** No report given.
17. **Discover WI:** No update.

18. **State Tourism Update:** No report given.
19. **Customer Service Training:** Gaffron reported that the new Partners in Education group in Rhinelander is doing a similar survey we will be able to tweak.
20. **Public Comment/Communications:**
- a. AI Overview is in your packet
  - b. Governor Doyle to Launch Fall Tourism Campaign
  - c. Sarah Klavis is now working on integrating the new branding strategy
  - d. Governor Doyle reported an 18 fold return on marketing grants given in the last year
  - e. Doyle names Richard Leinenkugel as Secretary of Department of Commerce
  - f. Gaffron updated group on the Fall/Winter Fun guide ad. Tourism entities approved via email to pay if OCTC doesn't have funds. Pilch reported that we do have the funds. Motion made to use OCTC funds to pay \$400 for this ad. Motion made by Madden and second by Dvorak.
21. **Items for next agenda:** St. Germain being added to meeting rotation.
22. **Adjournment:** Motion to adjourn made by Baier and second by Madden. Meeting adjourned at 3:25pm.